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TO: Martha Verscaj
FROM: Tom Garguilo
SUBJECT: Spin Magazine - CD Test Program

DATE: January 2, 1990

Per your request, I am forwarding information regarding the CD test program and Spin magazine's demographic breakdown.

Demographics

The following table compares Spin's demos with other publications we currently advertise in. The data comes from Leo Burnett's Media department, based on Simmons Market Research and other auditing houses. In the case of Spin itself, I've also included self-reported data from their media kit.

<u>Publication</u>	<u>Rate Base</u>	<u>% Male</u>	<u>% 18-24</u>	<u>% 18-34</u>	<u>% 18-49</u>	<u>Median Age</u>
Spin	175M	60	54	87	95	24
Spin*	175M	68	62	94	NA	24
Rolling Stone	1,175M	61	51	97	97	25
Sports Ill.	3,150M	80	23	52	80	34
People	3,000M	35	18	48	77	36
Car & Driver	900M	90	37	66	90	30
Car Craft	425M	88	50	78	94	25
Hot Rod	850M	84	45	77	96	26

*Data from their Media kit based on MRI 1989

I have also attached a copy of the creative brief given to Leo Burnett because it describes the program elements in detail.

Please call me when you've had a chance to look this over.

Thanks.

cc: Nancy Lund

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